

# Growth & Open Enrollment

Molina Healthcare  
of Nevada  
presentation to  
**MCAC**

*March 2024*





## Marketing/Advertising Overview

<b>Objective:</b>	Implement an integrated marketing plan to promote Medicaid health plan in Nevada. Campaign will include strategic marketing & media tactics to support growth in high opportunity areas & aid in member retention.
<b>Audience:</b>	Prospective & current members
<b>Targeting:</b>	Medicaid English and Spanish-speaking population
<b>Dates:</b>	7/1/24 – 10/31/24
<b>Markets:</b>	Las Vegas, Reno
<b>Language:</b>	English & Spanish

# Molina Marketing Approach

Rely on our strategic partnerships, including providers  
Leverage our concierge-type of service  
Launch/run media during critical timeframes (before/during OEP)  
Direct traffic to MeetMolina/TuMolina landing page for lead capture

## TACTICS ↑

## ↓ STRATEGY

- Develop materials to support local grassroots activities
- Track efforts & continuously optimize campaigns
- Reference consumer data to drive media decisions throughout the year
- Use diverse images & translation to reach target audience
- Use brand imagery, material/colors, & content to aid in brand building
- Highlight/promote brand, value-added-benefits (VABs), & key differentiators
- Include TFNs, URLs, & QR codes on all materials

# Landing page – MeetMolinaNV.com

## Medicaid from Molina Healthcare.

Medicaid is a government program that covers the cost of health services for eligible families, seniors and people with disabilities. Medicaid from Molina delivers expert care, from quality doctors, along with extra benefits at no cost and dedicated customer service. Everyone deserves to feel their best. At Molina Healthcare, our Medicaid health plan makes good health easier. For the health coverage you need now, lean on Molina.

\*First Name  
\*Last Name  
\*Phone Number  
\*Email  
\*ZIP Code

By submitting my information via this form, I consent to having Molina Healthcare collect my personal information. I understand and agree that my information will be used and shared in accordance with Molina Healthcare's Privacy Policy and Terms of Use.

**Get Started**

\*Denotes required field.



You can contact Molina Healthcare at any time.

To learn more or enroll call (833) 685-2109, TTY

If you prefer, fill out and submit [form](#) and we'll get in touch with you.

\*First Name

\*Last Name

Molina gives you extra benefits. For extra peace of mind.

Basic Medicaid provides core medical services, including doctor visits, hospital stays, prescriptions, vision care, lab tests, x-rays and more. But the Molina Medicaid plan doesn't stop there. It provides lots of extra benefits that give you even more ways to stay healthy and save money.



### Transportation

Bus passes to social services like food banks, Women, Infants, and Children (WIC), Medicaid, and DMV offices, domestic violence and housing agencies, job interviews, and more.

[Call Molina now.](#)



## We've heard your questions. Please read on for answers.

- What is Medicaid, and can it help you?
- Are you eligible for Medicaid?
- How do you sign up for Medicaid?
- Why choose Molina for your Medicaid plan?
- As a Molina member, which providers can I see?

## Are you eligible to be a Molina Medicaid member? Let's find out together.

Medicaid provides health coverage to many low-income people, families and children, pregnant women, older people, and people with disabilities.

We make it easy to know if you can qualify for Medicaid. Answer this question first: Do you live in urban Clark or Washoe counties?

Yes  No

**Next**

# Landing page – TuMolinaNV.com

Accessibility



¿Soy elegible?

¿Cómo me inscribo?

Preguntas Frecuentes



(855) 514-1216, TTY 711  
Lun-Sáb, de 8 a.m. a 8 p.m. hora local

Spanish

## Medicaid de Molina Healthcare.

Medicaid es un programa del gobierno, el cual cubre el costo de los servicios médicos a las familias, adultos mayores y personas con discapacidades elegibles. Medicaid de Molina brinda el experto cuidado de doctores de calidad, así como beneficios adicionales y dedicados servicios al cliente.

Todos merecen sentirse bien. Con Molina Healthcare y nuestros planes de salud Medicaid, tener buena salud es más fácil. Para el cuidado que necesitas ahora, apóyate en Molina. Elige Molina Medicaid.

Nombre\*

Apellido\*

Teléfono\*

Email\*

Código postal\*

Al enviar mi información a través de este formulario, consiento que Molina Healthcare recolecte mi información personal. Entiendo y estoy de acuerdo con que esa información sea utilizada y compartida según la [Política de privacidad y términos de uso](#) de Molina Healthcare.

Enviar

\*Información requerida



Contacto



Puedes contactar a Molina Healthcare a cualquier hora.

Para más información llama al (833) 602-1181, TT

Si lo prefieres, completa y en [formulario](#) y te contactare

Nombre\*

Apellido\*

Molina te da beneficios extra. Para mayor tranquilidad.

El Medicaid básico brinda servicios médicos esenciales, incluyendo consultas, hospitalización, medicamentos recetados, pruebas de laboratorio, rayos X y más. Pero el plan de Molina Medicaid no termina ahí. Con este obtienes muchos beneficios adicionales que te dan más formas de mantenerte saludable y ahorrar dinero.



**Transporte**  
Pasaje de autobús para servicios sociales como bancos de alimentos, el programa de Mujeres, Bebés y Niños (Women, Infants and Children - WIC), oficinas de Medicaid y DMV, agencias de protección contra la violencia doméstica y de vivienda, entrevistas de trabajo y mucho más.



## Hemos escuchado tus preguntas. Encuentra aquí las respuestas.

¿Qué es Medicaid y cómo te puede ayudar?

¿Eres elegible para Medicaid?

¿Cómo te inscribes en Medicaid?

¿Por qué elegir Molina como tu plan?

¿Cómo beneficiario de Molina, cuales

¿Eres elegible para ser beneficiario de Molina Medicaid?  
**Lo podemos investigar juntos.**

Medicaid les brinda cobertura médica a muchas personas de bajos recursos, familias y niños, embarazadas, adultos mayores y personas con discapacidades.

Con nosotros es fácil saber si calificas para Medicaid.

Primero, responde la siguiente pregunta:

¿Vives en los condados urbanos de Clark o Washoe?

Si No

Seguente

Llama ya a Molina. Te co

## Digital – Affiliate Ads



**Headline:** Need Medicaid? | No-cost extras with Molina Healthcare of Nevada

**Descriptions:**

- Learn more about the benefits of health insurance. See if you qualify today!
- Molina Healthcare of Nevada offers gift card rewards for completing preventive services.
- Get coverage for you & your family through our services & programs.

**URL:** [MeetMolinaNV.com](https://MeetMolinaNV.com)

**Headline:** No-Cost Added Benefits | Enroll in Medicaid with Molina in Nevada

**Descriptions:**

- Get access to quality healthcare for you & your family. See if you qualify today.
- Learn more about no-cost health plans and get coverage for you & your family fast.
- Choose Molina Healthcare of Nevada for caring service, close to home.

**URL:** [MeetMolinaNV.com](https://MeetMolinaNV.com)

# Digital – Paid Search Ads

*Ads will rotate headlines & descriptions. Will optimize towards top performing ads.*

**URL:** MeetMolinaNV.com

## Headlines

Enroll in Medicaid With Molina

Enroll Today With Molina

Medicaid in NV. Enroll Today

Enroll in Medicaid Today

Enroll in Molina Today

Medicaid Plans in NV

Molina Offers No-Cost Extras

Medicaid Plans. Enroll Today.

Enroll in Medicaid Now

Apply for Medicaid Today

Local Medicaid Plans For You

Molina Medicaid Plans in NV

Enroll In Molina Medicaid

Medicaid Plans Near You

Medicaid Plans by Molina

Enroll in Molina Medicaid Now

Medicaid Made Easy, Enroll Now

Local Medicaid Plans

Enroll Today for No-Cost Extras

Nevada Medicaid Plans

Helping Nevada Stay Healthy

Caring for our members in NV

## Descriptions

Get the coverage you need with Molina Healthcare of Nevada. Call us today!

No-cost extras with Molina Healthcare of Nevada. Contact us.

No-cost extras & easy enrollment with Molina Healthcare of Nevada.

Molina Healthcare of Nevada offers gift card rewards for completing preventive services.

Call Molina Healthcare of Nevada now. We'll tell you more about our value-added benefits.

Molina offers bus passes to food banks, Medicaid offices, job interviews, & more.

Molina offers a FREE cell phone, a Sam's Club Membership & FREE IDs & birth certificates.

Pregnant? Molina Healthcare of Nevada members get a FREE car seat & breast pump.

Caring service, close to home with Molina Healthcare of Nevada. Find us near you today.

Need Medicaid in Reno? Contact Molina Healthcare of Nevada now!

We help Nevada residents live healthier lives by providing quality care. Learn more.

Get expert care in Las Vegas from Molina Healthcare of Nevada. See if you qualify today!

Access to 24/7 virtual care for help when you need it most anytime, anywhere.

Did you miss the deadline to renew your Medicaid benefits? Call Molina Healthcare now.

Don't have coverage? Call Molina Healthcare of Nevada today!

Molina Healthcare of Nevada can help you renew. Give us a call today!

Consider switching to Molina Healthcare of Nevada. We can help you renew your coverage.

Get coverage for you & your family through our services & programs.

We'll tell you more about our extra benefits that give you even more ways to stay healthy.

Molina Healthcare of Nevada takes the time to care about you & your family! Call us today!

Get access to quality doctors for you & your family. See if you qualify today.

Molina Healthcare of Nevada provides quality health insurance to those that need it most.

Molina Healthcare of Nevada gives you extra benefits at no cost.

# Out of Home (OOH) – “Let’s Talk”

**MOLINA HEALTHCARE**

**Let’s talk Medicaid.**  
And a free car or booster seat.

MeetMolinaNV.com  
(844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Let’s talk Medicaid.**  
And gift card rewards for staying healthy.

MeetMolinaNV.com  
(844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid.**  
Y de un asiento para coche o asiento elevado para infantiles **gratis**.

TuMolinaNV.com  
(844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid.**  
Y de las recompensas en tarjetas de regalo por mantenerse saludable.

TuMolinaNV.com  
(844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Let’s talk Medicaid.**  
And a free smartphone to stay connected.

MeetMolinaNV.com  
(844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Let’s talk Medicaid.**  
And a free one-year Sam’s Club membership.

MeetMolinaNV.com  
(844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid.**  
Y de un teléfono móvil **gratis** para mantenerse conectado.

TuMolinaNV.com  
(844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid.**  
Y de un año de membresía **gratis** de Sam’s Club.

TuMolinaNV.com  
(844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Let’s talk Medicaid.**  
And your health care needs now and for the future.

MeetMolinaNV.com  
(844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid.**  
Y de tus necesidades actuales y futuras.

TuMolinaNV.com  
(844) 338-5402 (TTY: 711)



# Print Ads – “Let’s Talk”

**Hablemos de Medicaid**

**Let's talk Medicaid.**

Y de un asiento de coche o asiento elevado para infantiles gratis.

TuMolinaNV.com (844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid**

**Let's talk Medicaid.**

Y de un teléfono gratis para mantenerse conectado.

TuMolinaNV.com (844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid**

**Let's talk Medicaid.**

Y de un año de membresía gratis en Sam's Club.

TuMolinaNV.com (844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid**

**Let's talk Medicaid.**

Y de las recompensas en tarjetas de regalo por mantenerse saludable.

TuMolinaNV.com (844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid**

**Let's talk Medicaid.**

Y de tus necesidades de salud actuales y futuras.

TuMolinaNV.com (844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid**

**Let's talk Medicaid.**

And a free one-year Sam's Club membership.

MeetMolinaNV.com (844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid**

**Let's talk Medicaid.**

And gift card rewards for staying healthy.

MeetMolinaNV.com (844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

**Hablemos de Medicaid**

**Let's talk Medicaid.**

And your health care needs now and for the future.

MeetMolinaNV.com (844) 338-5402 (TTY: 711)

**MOLINA HEALTHCARE**

# Audio/Video Script

## “Let’s Talk”

**:15 seconds**

ON SCREEN	VOICE OVER
Need Medicaid?	Let’s talk about Medicaid. You have a choice, and Molina makes it easy.
Let’s Talk.	So, let’s talk...
Free smart phone Unlimited data, talk, text, and international calling to Mexico, Canada, China, South Korea and Vietnam.	About making your life easier.
Home-delivered meals for new moms And a local team to help you.	...About extra help to manage your health. Get Medicaid coverage from Molina.
[(844)-338-5402] / [MeetMolinaNV.com].	Visit [MeetMolinaNV.com]. Let’s talk today!

**:30 seconds**

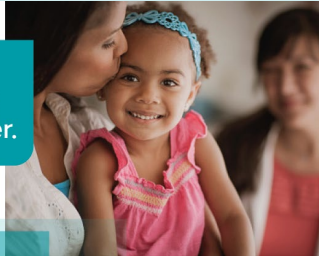
ON SCREEN	VOICE OVER
Need Medicaid?	Let’s talk about Medicaid. You have a choice, and Molina makes it easy.
Let’s talk about Medicaid.	Especially when it comes to the care you need.
Let’s Talk.	So let’s talk...
Let’s Talk.	...about YOU!
Free smart phone Unlimited data, talk, text, and international calling to Mexico, Canada, China, South Korea and Vietnam.	About making your life easier.
Home-delivered meals for new moms	...About extra help to manage your health.
Gift card rewards for staying healthy Free one-year Sam’s Club membership Up to 13 weeks of Weight Watchers	Let’s talk about YOUR needs now and for the future.
And a local team to help you.	Get Medicaid coverage from Molina.
Let’s Talk.	It starts with a phone call.
[(844)-338-5402] / [MeetMolinaNV.com].	Call [(844)-338-5402] or visit [MeetMolinaNV.com].
[(844)-338-5402] / [MeetMolinaNV.com].	Let’s talk today!

## Facebook/Social Ads

# Let's talk.

Let's talk.

About making  
mom life easier.



(844) 338-5402 (TTY: 711)

Let's talk.

About **your**  
needs... now and  
for the future.



(844) 338-5402 (TTY: 711)



Let's talk.

About choosing  
the right  
Medicaid plan.



(844) 338-5402 (TTY: 711)

Let's talk.

About getting  
more for **free**.



(844) 338-5402 (TTY: 711)



**Headline:** Choice is here.

**Primary Text:**

- Having a baby? Get a free car seat and breast pump! Get Medicaid coverage from Molina. Let's talk!
- Get access to home-delivered meals for new moms! Get Medicaid coverage from Molina. Let's talk today!
- Let's talk about your options. You have a choice in the Medicaid plan you use for your healthcare. Choose Molina.
- Good things happen when you talk with Molina. Get Medicaid coverage from Molina. Let's talk today!
- Get core Medicaid benefits like doctor visits and prescriptions! Get Medicaid coverage from Molina. Let's talk today!

**Description:** Switch to Molina!

**CTA:** Call Now

## Facebook Carousel Ads (1)

# Let's talk.

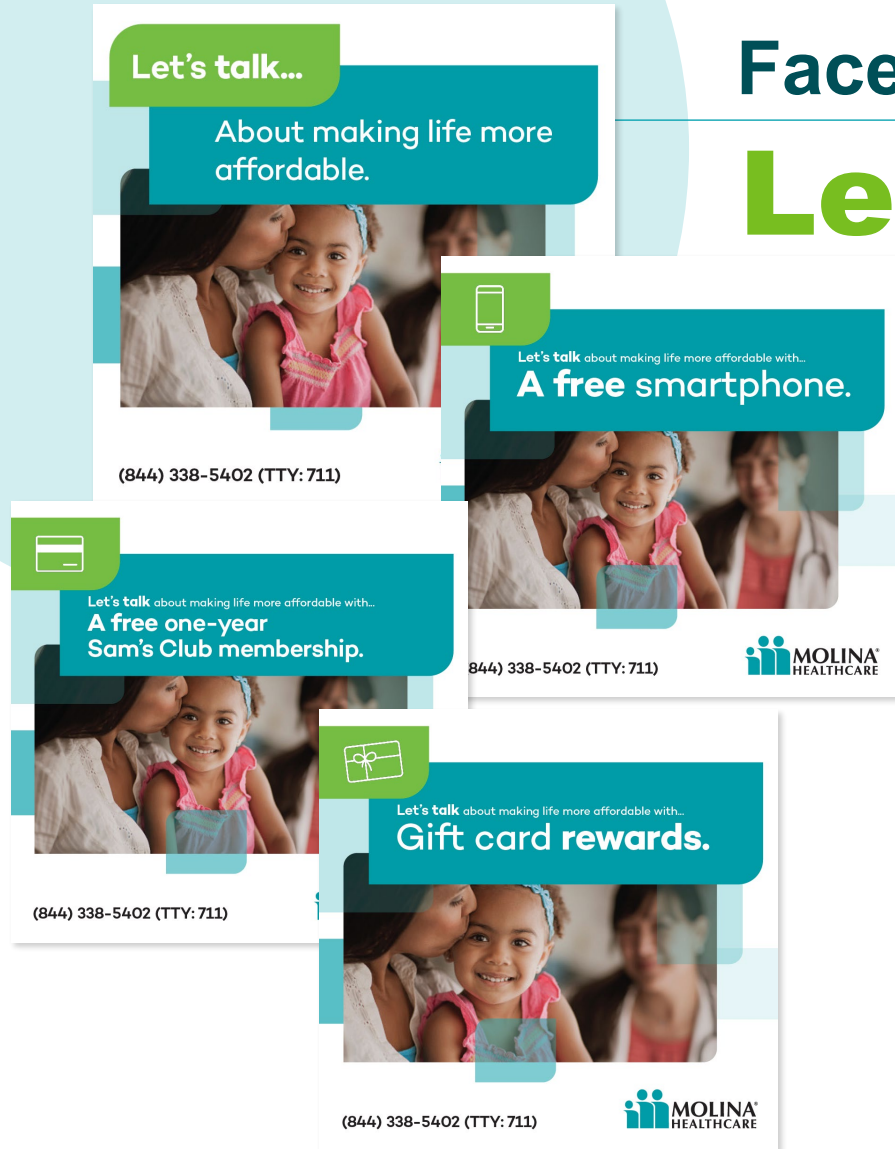
**Headline:** Choice is here.

**Primary Text:**

- Let's Talk about choosing the right Medicaid plan. Get Medicaid coverage from Molina. Let's talk!

**Description:** Switch to Molina!

**CTA:** Call Now



## Facebook Carousel Ads (2)

# Let's talk.

**Headline:** Choice is here.

**Primary Text:**

- Having a baby? Let's talk about how Molina can support you. Get Medicaid coverage from Molina. Let's talk today!

**Description:** Switch to Molina!

**CTA:** Call Now



## Facebook Carousel Ads (3)

# Let's talk.

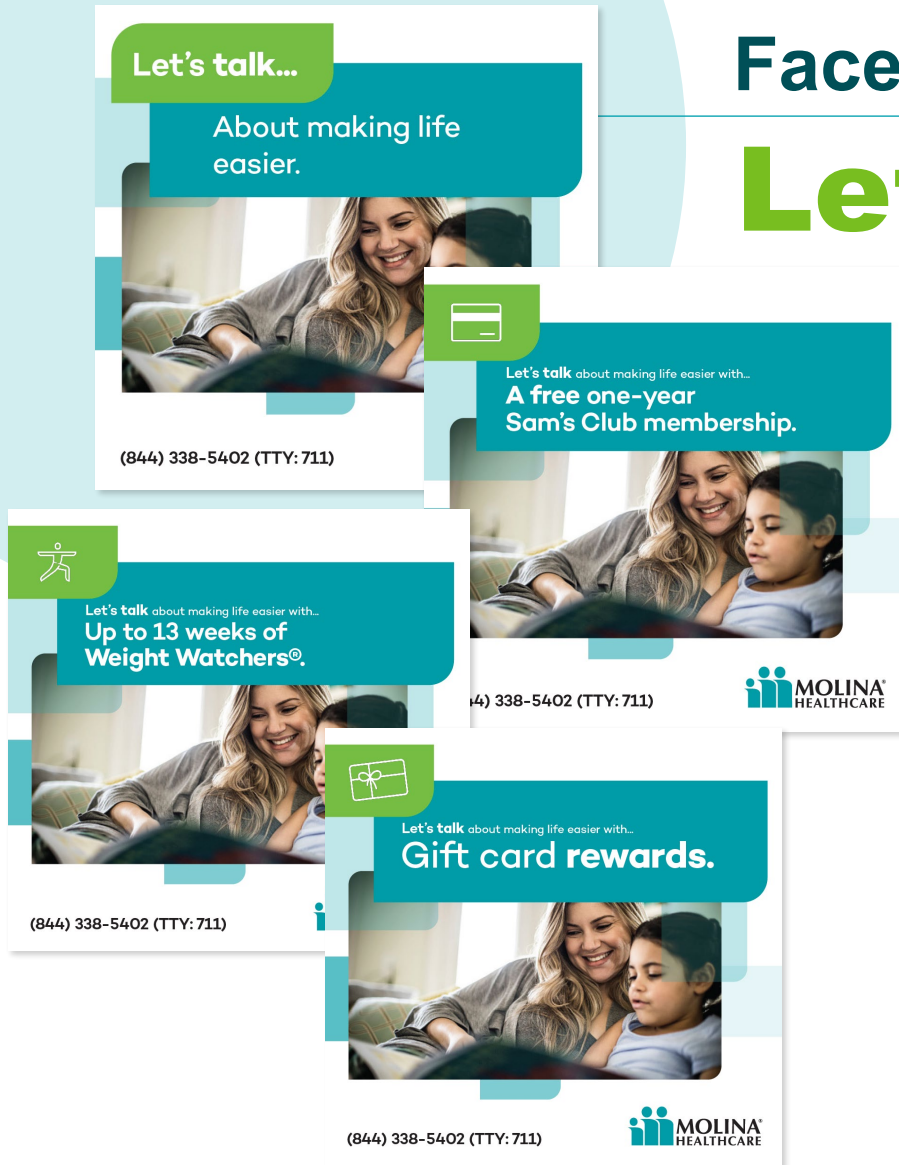
**Headline:** Choice is here.

**Primary Text:**

- Let's talk about your options. You have a choice in the Medicaid plan you use for your healthcare. Choose Molina.

**Description:** Switch to Molina!

**CTA:** Call Now





## Facebook Video Ads

# Let's talk.

**Headline:** Molina Healthcare.

**Primary Text:**

- Let's Talk about choosing the right Medicaid plan. Get Medicaid coverage from Molina. Let's talk!
- Let's talk about your health needs. You have a choice in your Medicaid plan. Choose Molina Healthcare of Nevada.
- Get the care you need, access to quality doctors and more! Get Medicaid coverage from Molina. Let's talk!

**Description:** Choose Molina Today!

**CTA:** Call Now

# Open Enrollment Period (OEP) Collateral – Benefits Brochure

**Ready to Enroll?**  
Apply online at [accessnevada.dws.nv.gov](https://accessnevada.dws.nv.gov) or call **Access Nevada at (800) 992-0900 (TTY: 711)**.

Choose Molina when you apply!

Visit **MeetMolinaNV.com** for more information or call **(833) 657-0635 (TTY: 711)**.

**Already a Medicaid member?**  
Call Member Services at **(833) 685-2102 (TTY: 711)** to find out about benefits and rewards.



**Feel Better with Molina Healthcare**



**BUSINESS REPLY MAIL**  
FIRST CLASS PERMIT NO. 1000 LONG BEACH, CA 90802-9918

MOLINA HEALTHCARE  
ATTN: ENROLLMENT GROWTH  
200 OCEANGATE SITE 100  
LONG BEACH, CA 90802-9918

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**¿Listo para inscribirte?**  
Aplica en línea en [accessnevada.dws.nv.gov](https://accessnevada.dws.nv.gov) o llama a **Access Nevada por el (800) 992-0900 (TTY: 711)**.

Elige Molina cuando aplique.

Visita **TuMolinaNV.com** para más información o llama al **(833) 657-0635 (TTY: 711)**.

**¿Ya eres beneficiario?**  
Llama a Atención al Beneficiario por el **(833) 685-2102 (TTY: 711)** para conocer más acerca de las recompensas y beneficios.



**Siéntete mejor con Molina Healthcare**



**BUSINESS REPLY MAIL**  
FIRST CLASS PERMIT NO. 1000 LONG BEACH, CA 90802-9918

MOLINA HEALTHCARE  
ATTN: ENROLLMENT GROWTH  
200 OCEANGATE SITE 100  
LONG BEACH, CA 90802-9918

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

ENGLISH

SPANISH

You might be aware that Nevada offers Medicaid to residents who qualify. But did you know you can make the most of your benefits with Molina Healthcare?

**Feel better with Molina's Value-Added Benefits, exclusively for members:**

- \$30 on your account every 3 months for over-the-counter items through mail order catalog
- Pregnancy programs with baby shower gifts, home-delivered meals, and more!
- Replacement Nevada ID and birth certificate
- Gift card rewards for completing preventive services\*
- Maximum \$100 for lenses/frames for 21+
- FREE one-year Sam's Club membership!
- Up to 13 weeks of WeightWatchers® services FREE for eligible members
- FREE Call Phone with FREE minutes, data and text every month!

**And more!**

**We're making good health easier.**  
Across the country, Molina helps children, families and people with disabilities feel their best. Now we're here for you, with nearby doctors, hospitals, and the caring service you need.

Join Molina now for plans that offer:

- Doctor visits
- Immunizations
- Prescription drugs
- Emergency and urgent care
- Maternity care & doula services
- Lab and radiology testing
- 24-hour Nurse Advice
- Mental health services

This is just a partial list. For a complete directory of covered and non-covered services as well as additional benefits, visit [MolinaHealthcare.com](https://MolinaHealthcare.com) or call Member Services at **(833) 685-2102 (TTY: 711)**.

**Feel better with Molina. Find out if you qualify!**


**Call (833) 657-0635 (TTY: 711) today to learn more.**

Molina Healthcare of Nevada, Inc. complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al **(833) 685-2102 (TTY: 711)**.

**I want to learn more about Molina Healthcare.**

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
Best time to call: \_\_\_\_\_ a.m. \_\_\_\_\_ p.m.  
Language Preferred:  English  Spanish  Other \_\_\_\_\_  
Or call Molina at: **(833) 657-0635 (TTY: 711)**



Tú ya debes saber que Nevada ofrece Medicaid a los residentes que califican. ¿Pero sabías que puedes aprovechar al máximo tus beneficios con Molina Healthcare?

**Siéntete mejor con los beneficios de valor agregado de Molina, exclusivo para nuestros beneficiarios:**

- \$30 en tu cuenta para artículos de venta libre a través del catálogo de pedidos a domicilio
- Programas de embarazo con regalos de babyshowers, comidas a domicilio ¡Y más!
- Reemplazo de la identificación (ID) de Nevada y partida de nacimiento
- Premios en tarjetas de regalo por completar servicios preventivos\*
- Un máximo de \$100 para lentes/monturas para personas 21+
- GRATIS, un año de membresía en Sam's Club
- Hasta 13 semanas de servicios de WeightWatchers® GRATIS para beneficiarios elegibles
- GRATIS, un teléfono celular con minutos, datos y textos ilimitados mensuales

**¡Y más!**

**Hacemos de la buena salud algo más fácil.**  
A lo largo del país, Molina ayuda a familias, niños, y a personas con discapacidades a sentirse de lo mejor. Ahora estamos aquí para ti, con doctores, hospitales, y los cuidados y servicios que necesitas.

Únete hoy mismo a Molina y obtén planes que te ofrecen:

- Consultas médicas
- Vacunas
- Medicamentos recetados
- Cuidados de urgencias y emergencias
- Servicios de atención materna y de doula
- Pruebas de laboratorio y radiología
- Consejos de Enfermeras 24 horas
- Servicios de salud mental

Este es solo una lista parcial. Para ver el directorio completo de los servicios cubiertos y no cubiertos, así como los beneficios adicionales, visita [MolinaHealthcare.com](https://MolinaHealthcare.com) o llama a Atención al Beneficiario al **(833) 685-2102 (TTY: 711)**.

**Siéntete mejor con Molina. ¡Descubre si calificas! Llama hoy mismo al (833) 657-0635 (TTY: 711) para más información.**

Molina Healthcare of Nevada, Inc. complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al **(833) 685-2102 (TTY: 711)**.

**Quiero conocer más acerca de Molina Healthcare.**

Nombre: \_\_\_\_\_  
Dirección: \_\_\_\_\_  
Ciudad: \_\_\_\_\_ Estado: \_\_\_\_\_ Código postal: \_\_\_\_\_ Email: \_\_\_\_\_  
Teléfono celular: \_\_\_\_\_ Teléfono de habitación: \_\_\_\_\_  
Mejor hora para llamar: \_\_\_\_\_ a.m. \_\_\_\_\_ p.m.  
Idioma preferido:  Inglés  Español  Otro \_\_\_\_\_  
O llama a Molina al: **(833) 657-0635 (TTY: 711)**



\*For those who qualify. See member handbook for details.

\*Para aquellos que califican. Consulta los detalles en el manual del beneficiario.



## OEP Collateral – Banner & Lead Card

**Switch to  
Molina. Get more  
out of Medicaid.**

Cámbiate a Molina.  
Consigue más  
de Medicaid.

**MeetMolinaNV.com**



**I want to learn more about Molina Healthcare.**

Name: \_\_\_\_\_ Birth Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

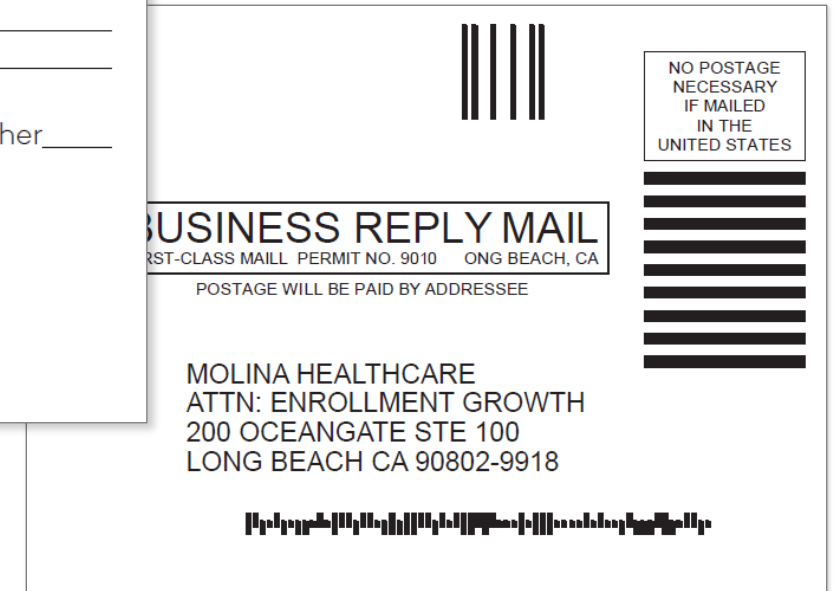
State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Best time to call: \_\_\_\_\_  a.m.  p.m.

Language Preferred:  English  Spanish  Other \_\_\_\_\_

Or call Molina at: [(XXX) XXX-XXXX (TTY: 711)]



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 9010 LONG BEACH, CA  
POSTAGE WILL BE PAID BY ADDRESSEE

MOLINA HEALTHCARE  
ATTN: ENROLLMENT GROWTH  
200 OCEANGATE STE 100  
LONG BEACH CA 90802-9918

# OEP Collateral – Flyers

## Switch to Nevada's newest option for Medicaid — Molina Healthcare!



### Molina Healthcare gives you extra benefits at no cost. For extra peace of mind.

Molina Medicaid provides core benefits like prescriptions, doctor visits and maternity care, including doula services. But we give you even more ways to stay healthy and save money:

- ✓ Support for new moms: \$100 for attending a baby shower, home-delivered meals, **free** car or booster seat, \$75 gift card for a postpartum visit and more!
- ✓ Extra benefits for children\*, such as annual sports physicals, Boys and Girls Club membership, gift card incentives for well checks and more.
- ✓ Gift Card Rewards for completing preventive services.\*
- ✓ Maximum \$100 for lenses/frames for 21+.
- ✓ **Free** one-year Sam's Club membership and free help with replacement ID cards and birth certificates.
- ✓ **Free** cell phone from TruConnect with unlimited data, talk, text and international calling to Mexico, Canada, China, Vietnam and South Korea.
- ✓ Bus passes to social services like food banks, Women, Infants, and Children (WIC), Medicaid and DMV offices, domestic violence and housing agencies, job interviews and more.
- ✓ Up to 13 weeks of WeightWatchers® services free for eligible members.
- ✓ \$30 on your account every three months for over-the-counter items through our mail-order catalog.

### Ready to enroll?

- Apply online at [accessnevada.dhss.nv.gov](https://accessnevada.dhss.nv.gov).
- Call **Access Nevada** at (800) 992-0900 (TTY: 711).
- Visit [MeetMolinaNevada.com](https://MeetMolinaNevada.com) for more information or call us at (833) 657-0635 (TTY: 711).

\*For those who qualify. See member handbook for details.



Molina Healthcare of Nevada, Inc. complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al (833) 685-2102 (TTY: 711).

4000024...Flyer\_SwitchOEP\_NV\_EN

### Your Medicaid. Your choice.



Visit [MeetMolinaNevada.com](https://MeetMolinaNevada.com) or call (833) 657-0635 to learn more.

## Let us help you have a healthy pregnancy!



**Prenatal care is important for your baby's health.** Molina Healthcare of Nevada offers many benefits and rewards to help you and your baby have a healthy start!



Visit [MeetMolinaNV.com](https://MeetMolinaNV.com), call us at (833) 657-0635 (TTY: 711) or scan our QR code to learn more!

### Your Medicaid prenatal coverage

#### Includes:

- Prenatal checkups and specialty care as needed
- Prescription medication
- Prenatal testing and screenings
- A hospital stay during birth
- Doula support and services
- Dental benefits through Liberty Dental as needed
- Help with quitting smoking, drinking or other substances
- Behavioral health therapy and treatment for postpartum depression and perinatal mood anxiety disorder (PMAD)

### Here are all the extra ways Molina prenatal coverage helps you stay healthy and save money:

- A **free** car or booster seat for a timely prenatal visit.
- An assigned personal case manager for high-risk pregnancies.
- A **free** electric breast pump for new moms.\*
- Home-delivered meals during and after pregnancy.\*\*
- A \$100 gift card for attending a Molina-sponsored baby shower.
- Free** rides to social services like Women, Infants, and Children (WIC), the food bank, Medicaid office and more.
- Text4Baby messages with healthy education and appointment reminders.
- A \$75 gift card for having your postpartum visit.

**Join Molina today!** Apply online at [accessnevada.dhss.nv.gov](https://accessnevada.dhss.nv.gov) or call Access Nevada at (800) 992-0900 (TTY: 711). When you enroll, pick **Molina Healthcare** to provide the prenatal coverage you – and your baby – need.

**Molina Healthcare of Nevada, Inc. complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al (833) 685-2102 (TTY: 711).**

\* Members may request in the third trimester and beyond. Additional breast pumps available through WIC.  
\*\*Authorized through case management.




# OEP Collateral - Postcard



**You have a choice in Medicaid coverage. Choose Molina.**  
Open enrollment ends October 31. Switch now!



-  Free phone from TruConnect with unlimited talk/text and free international calling to select countries
-  Free one-year Sam's Club membership
-  \$30 on your account every three months for over-the-counter items through mail order catalog
-  Free breast pump + free car or booster seat for pregnant members
-  Gift card rewards for healthy behaviors
-  Help getting replacement ID cards and birth certificates and more!



8329 W. Sunset Rd., Suite 100  
Las Vegas, NV 89113

**Get more benefits at no-cost. Switch to Molina!**

- ✓ Visit [bit.ly/NVChangeForm](https://bit.ly/NVChangeForm) from your computer to complete the Change Form.
- ✓ Email form to: [NVOpenEnrollment@GainwellTechnologies.com](mailto:NVOpenEnrollment@GainwellTechnologies.com)  
Or mail form to:  
Nevada Medicaid  
ATTN: MCO Changes  
P.O. Box 30042  
Reno, NV 89520
- ✓ Call **(833) 657-0635** to learn more about Molina.

First Class Mail  
U.S. Postage  
Paid  
St. Louis, MO  
Permit 000

Name  
123 Address St.  
City, ST 00000-1234

**Molina Healthcare of Nevada, Inc. complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-833-685-2109 (TTY: 711).**

410Caid24

# OEP Collateral - Toolkit

## Molina Healthcare: Nevada's newest option for Medicaid!

**Your Medicaid.  
Your Choice.**

Get extra benefits for extra peace of mind. We cover prescriptions, doctor visits, and maternity care — and give you even more ways to stay healthy and save money.

-  Free smartphone
-  Free car seat for your baby
-  Access to 24/7 virtual care
-  Gift card rewards for completing preventive services\*  
\*For those who qualify. See MolinaHealthcare.com/NV for details.
-  Maximum \$100 for lenses and frames for members ages 21+
-  Free one-year Sam's Club membership

Molina Healthcare of Nevada is proud to serve our members.









Visit [MeetMolinaNevada.com](https://MeetMolinaNevada.com)  
or call (833) 657-0635 (TTY: 711)



## Molina Healthcare: ¡La nueva opción de Nevada para Medicaid!

**Tu Medicaid.  
Tú eliges.**

Obtén beneficios adicionales para una mayor tranquilidad. Cubrimos medicamentos recetados, visitas al médico y atención por maternidad, y te ofrecemos aún más formas de mantenerte sano y de ahorrar dinero.

-  Teléfono móvil gratuito
-  Silla para automóvil gratuita para tu bebé
-  Acceso a atención virtual 24 horas al día, 7 días a la semana
-  Recompensas en tarjetas de regalo por someterte a servicios médicos preventivos\*  
\*Para aquellas personas que reúnen los requisitos. Consulta MolinaHealthcare.com/NV para obtener más detalles.
-  Máximo de \$100 para lentes y marcos para beneficiarios mayores de 21 años
-  Membresía gratuita en Sam's Club por un año

Molina Healthcare of Nevada se enorgullece de brindar servicios a nuestros beneficiarios.



Visita [TuMolinaNV.com](https://TuMolinaNV.com) o lláma  
al (833) 657-0635 (TTY: 711)



**Need health insurance?  
We can help!**

Medicaid plans to meet  
your needs.

Call (833) 657-0635 (TTY: 711).



[MeetMolinaNevada.com](https://MeetMolinaNevada.com)



Molina Healthcare of Nevada, Inc. complies with applicable federal civil rights laws and does not discriminate based on race, color, national origin, age, disability, or sex. ATTENTION: If you speak Spanish, free language assistance services are available. Call (833) 685-2102 (TTY: 711).  
Molina Healthcare of Nevada, Inc. cumple con las leyes federales de derechos civiles aplicables y no discrimina por motivos de raza, color, nacionalidad, edad, discapacidad o sexo. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al (833) 685-2102 (TTY: 711).

229Cov-24

Distributed by Molina Healthcare of Nevada, Inc. (Molina). To get this information in other languages and accessible formats, please call Member Services. This number is on the back of your Member ID card. You can get this information free in formats like large print, braille, or audio. Call (833) 685-2102 (TTY/TDD: 711), Monday - Friday, 8 a.m. to 6 p.m., PT. Molina complies with applicable Federal civil rights laws and does not discriminate based on race, color, national origin, age, disability, or sex. Distribuido por Molina Healthcare of Nevada, Inc. (Molina). Para obtener esta información en otros idiomas y formatos accesibles, llame al Departamento de Servicios para Miembros. Este número telefónico se encuentra al reverso de su tarjeta de identificación del miembro. Puede solicitar esta información sin costo en otros formatos, como letra grande, sistema Braille o audio. Llame al (833) 685-2102 (TTY/TDD: 711) de lunes a viernes, de 8 a. m. a 6 p. m., hora del Pacífico. Molina cumple con las leyes federales de derechos civiles aplicables y no discrimina por motivos de raza, color, nacionalidad, edad, discapacidad o sexo.

# OEP Collateral - Toolkit

**Need a free smartphone and access to 24/7 virtual care? We can do that!**

- ✓ **Free car seat** for your baby
- ✓ **Gift card rewards** for completing preventive services\*
- ✓ **Maximum \$100** for lenses/frames for 21+
- ✓ **Free one-year Sam's Club membership**

**Molina Healthcare of Nevada is proud to serve our members.**

**Visit [MeetMolinaNevada.com](http://MeetMolinaNevada.com) or call (833) 657-0635 (TTY: 711) to learn more.**



\*For those who qualify. See [MolinaHealthcare.com/NV](http://MolinaHealthcare.com/NV) for details.

Molina Healthcare of Nevada, Inc. complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-833-685-2109 (TTY 711).

- GIFT CARD REWARDS
- BABY SHOWER GIFTS
- GIFT CARD FOR POSTPARTUM VISIT
- FREE CAR OR BOOSTER SEAT
- FREE BOYS & GIRLS CLUB MEMBERSHIP
- DELIVERY OF OVER-THE-COUNTER ITEMS
- HOME-DELIVERED MEALS

**You have a choice in Medicaid plans. Choose Molina Healthcare of Nevada!**

**We're making good health easier. Call (833) 657-0635 (TTY: 711).**



**¿Necesitas un teléfono móvil gratis y acceso a atención virtual 24 horas al día, 7 días a la semana? ¡Podemos hacerlo!**

- ✓ **Silla para automóvil gratuita** para tu bebé
- ✓ **Recompensas en tarjetas** al someterte a servicios médicos
- ✓ **Máximo de \$100** para lentes para beneficiarios mayores de 21 años
- ✓ **Membresía gratuita** de un año

**Molina Healthcare of Nevada se compromete a brindar servicios a nuestros miembros.**

**Visita [TuMolinaNV.com](http://TuMolinaNV.com) o llama al (833) 657-0635 (TTY: 711) para obtener más información.**



\*Para requisitos completos, consulte [MolinaHealthcare.com/NV](http://MolinaHealthcare.com/NV).

Molina Healthcare of Nevada, Inc. cumple con las leyes federales de derechos civiles aplicables por motivos de raza, color de piel, discapacidad o sexo. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-833-685-2109 (TTY 711).

- RECOMPENSAS EN TARJETAS DE REGALO
- REGALOS PARA BABY SHOWER
- TARJETA DE REGALO POR VISITA DE POSPARTO
- ASIENTO DE BEBÉS PARA CARROS O ASIENTO ELEVADO GRATIS
- MEMBRESÍA DE BOYS & GIRLS CLUB GRATUITA
- ENTREGA DE ARTÍCULOS DE VENTA LIBRE Y DE COMIDAS A DOMICILIO

**Tienes la posibilidad de elegir en los planes de Medicaid. Elige Molina Healthcare of Nevada.**

**Facilitamos tener una buena salud. Llama al (833) 657-0635 (TTY: 711).**





# Redetermination

# Redetermination Flyers

现在,比以往任何时候都更重要的是,及时续约您的 Molina Healthcare 承保。

### 如何续约:

对于 Nevada Medicaid, 您会收到福利和支持服务部 (DWSS) 告知您应该续约的

有 4 种续约方式:

- 在线方式:** 登录 [acesnnevada.dwss.nv.gov](https://acesnnevada.dwss.nv.gov)
  - 点击 "Login" (登录)
  - 输入用户名和密码
  - 完成必要步骤, 以提交您的转诊

**电话方式:** 福利和支持服务部 (DWSS), 电话 (800) 992-0900

**邮寄方式:** 填写 "Medicaid 重新确定表" 并将其寄回至: Document Imaging Center, PO Box 15400, Las Vegas, NV 89114

**现场方式:** 访问 [Welfare District Offices-South \(nv.gov\)](https://welfare.districtoffices-south.nv.gov) 或 [Welfare District Offices-North \(nv.gov\)](https://welfare.districtoffices-north.nv.gov) (800) 992-0900 查看办公地点。

如果您不再符合 Medicaid 资格, 您可能符合 Marketplace 计划之资格。致电 (800) 547-2927 或访问 [nevadahelplink.com](https://nevadahelplink.com)

如果您年满 65 岁或有某种残疾, 无论您是否仍符合 Medicaid 之资格, 您也可能符合 Advantage 计划, 其中包括所有 Original Medicare 福利以及更多福利。

如果您符合 Medicare 之资格或可能符合资格, 请致电 (866) 403-8293, (TTY)/TDD 您可能需要随申请一起寄回其他文件。Medicaid 相关事宜请致电 DWSS 电话为免失去承保, 请立即致电 (833) 685-2116 联系我们, 我们将竭诚为您服务! 扫描下方二维码或访问 [MolinaHealthcare.com/keepmyhealthplan/NV](https://MolinaHealthcare.com/keepmyhealthplan/NV) 获取更新



由 Molina Healthcare 分发。如需获取此信息的其他语言和无障碍格式版本 ID 卡的背面, 您可以免费获取此信息的其他格式版本, 如大字版、盲文或语音 711, 服务时间为星期一至星期五上午 8:00 至下午 6:00 (太平洋标准时间)。(Molina) 遵守适用的联邦反歧视法律, 不基于种族、肤色、国籍、年龄、残疾或性可为您提供提供语言援助服务。请致电 (833) 685-2102 (TTY: 711)。

3194FLYMDNVN  
220422

Ahora más que nunca, es importante mantener actualizada su cobertura de Molina Healthcare.

### Cómo Realizar la Renovación:

Para Nevada Medicaid, usted recibirá un aviso de renovación de la División de (Division of Welfare and Supportive Services, DWSS) diciéndole que es hora de la información solicitada.

Existen cuatro maneras de renovar sus beneficios.

- En Línea:** Inicie sesión en [acesnnevada.dwss.nv.gov](https://acesnnevada.dwss.nv.gov)
  - Haga clic en "Login" (Entrar).
  - Introduzca el Nombre de Usuario y la Contraseña.
  - Complete los pasos necesarios para enviar su remisión.

**Por Teléfono:** División de Bienestar y Servicios de Apoyo Social (D) (800) 992-0900

**Por Correo Postal:** Complete el Formulario de Redeterminación de Document Imaging Center, PO Box 15400, Las Vegas, NV 89114.

**En Persona:** Vea las ubicaciones de las oficinas en [Welfare District Offices-South \(nv.gov\)](https://welfare.districtoffices-south.nv.gov), o bien llame al (800) 992-0900

Si ya no califica para recibir los beneficios de Medicaid, podría calificar para (800) 547-2927 para obtener más información o visite [nevadahelplink.com](https://nevadahelplink.com)

Si cumplirá 65 años o presenta ciertas discapacidades, también podría calificar, todavía es elegible o no para Medicaid. Ofrecemos planes Medicare Advantage Original Medicare y mucho más. Si es elegible o es posible que sea elegible p (TTY)/TDD: 711.

Es posible que deba devolver algunos documentos junto con su solicitud de r Medicaid al (800) 992-0900.

Para evitar perder su cobertura, llámenos hoy al (833) 685-2116. ¡Estamos aquí para ayudar! Escanee el siguiente código QR o visite [MolinaHealthcare.com/keepmyhealthplan/NV](https://MolinaHealthcare.com/keepmyhealthplan/NV) para obtener más información.



Distributed by Molina Healthcare. To get this information in other lang call Member Services. This number is on the back of your Member ID card in other formats, such as large print, braille, or audio. Call (833) 685-2102, 8 a.m. to 6 p.m., PST. The call is free. Molina Healthcare of Nevada (Molina) complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al (833) 685-2102 (TTY: 711). ATENCIÓN: If you don't speak English, language assistance services, free of charge, are available to you. Call (833) 685-2102 (TTY: 711).

3098FLYMDNVN  
220422

Hơn bao giờ hết, điều quan trọng nhất bây giờ là luôn cập nhật bảo hiểm Molina Healthcare của quý vị.

### Cách gia hạn:

Đối với Nevada Medicaid, quý vị sẽ nhận được thông báo gia hạn từ Bộ phận phúc lợi và trợ giúp gia hạn. Quý vị phải cung cấp các thông tin cần thiết.

Có 4 cách gia hạn như sau:

- Trực Tuyến:** Đăng nhập vào [acesnnevada.dwss.nv.gov](https://acesnnevada.dwss.nv.gov)
  - Nhấp vào Đăng nhập
  - Nhập tên người dùng và mật khẩu
  - Hoàn thành các bước cần thiết để gửi thư giới thiệu của quý vị

**Qua điện thoại:** Bộ phận phúc lợi và dịch vụ hỗ trợ (DWSS), (800) 992-0900

**Qua Thư:** Điền vào Mẫu đính gửi lại của Medicaid rồi chuyển về địa chỉ: Document Imaging Center, PO Box 15400, Las Vegas, NV 89114

**Trực tiếp:** Xem địa chỉ văn phòng tại [văn phòng phúc lợi của quận-Nam \(nv.gov\)](https://welfare.districtoffices-south.nv.gov) hoặc gọi số (800) 992-0900

Nếu quý vị không còn đủ điều kiện tham gia Medicaid thì quý vị có thể đủ điều kiện tham (800) 547-2927 để tìm hiểu thêm hoặc truy cập [nevadahelplink.com](https://nevadahelplink.com)

Nếu quý vị sắp 65 tuổi hoặc mắc một số khuyết tật nhất định, quý vị cũng có thể đủ điều kiện tham gia Medicaid hay không. Chúng tôi cung cấp các chương trình Medicare Advantage và nhiều quyền lợi khác. Nếu quý vị đủ điều kiện hoặc có thể đủ điều kiện tham gia Medicaid hoặc truy cập [MolinaHealthcare.com/keepmyhealthplan/NV](https://MolinaHealthcare.com/keepmyhealthplan/NV) để biết thêm thông tin.

Có thể có các tài liệu yêu cầu phải trả lại cùng với đơn xin gia hạn của quý vị. Liên hệ với DW để tránh bị mất bảo hiểm, vui lòng gọi cho chúng tôi ngay hôm nay theo số (833) 685-2102. Nếu quý vị không nói tiếng Anh, chúng tôi có thể cung cấp dịch vụ trợ giúp ngôn ngữ miễn phí. Gọi (833) 685-2102 để biết thêm thông tin.



Do Molina Healthcare phân phối. Để nhận thông tin này bằng ngôn ngữ quý truy cập, vui lòng gọi cho bộ phận Dịch vụ thành viên. Số điện thoại nằm ở mặt sau của thẻ thành viên của bạn. Gọi (833) 685-2102, TTY/TDD: 711, thứ Hai - thứ Sáu, 8h sáng đến 6h chiều, PST, thuộc Nevada (Molina) tuân theo các luật Liên bang hiện hành về dân quyền chủng tộc, màu da, nguồn gốc quốc gia, tuổi tác, khuyết tật hoặc giới tính. Chúng tôi có thể cung cấp các dịch vụ hỗ trợ ngôn ngữ miễn phí. Gọi (833) 685-2102 để biết thêm thông tin.

31492FLYMDNVN  
220422

Now, more than ever, it's important to keep your Molina Healthcare coverage up to date.

### How to Renew:

For Nevada Medicaid, you'll get a renewal notice from the Division of Welfare and Supportive Services (DWSS) telling you it's time to renew. You must provide the required information.

There are 4 ways to renew:

- Online:** Log in to [acesnnevada.dwss.nv.gov](https://acesnnevada.dwss.nv.gov)
  - Click Login
  - Enter Username and Password
  - Complete the necessary steps to submit your referral

**By Phone:** Division of Welfare and Supportive Services (DWSS), (800) 992-0900

**By Mail:** Fill out the Medicaid Redetermination Form and return to: Document Imaging Center, PO Box 15400, Las Vegas, NV 89114

**In Person:** See office locations at [Welfare District Offices-South \(nv.gov\)](https://welfare.districtoffices-south.nv.gov) or [Welfare District Offices-North \(nv.gov\)](https://welfare.districtoffices-north.nv.gov) or call (800) 992-0900

If you no longer qualify for Medicaid, you may qualify for a Marketplace plan. Call (800) 547-2927 to learn more or visit [nevadahelplink.com](https://nevadahelplink.com)

If you are turning 65 years old or have certain disabilities, you may also qualify for Medicare whether or not you are still eligible for Medicaid. We offer Medicare Advantage plans which include all Original Medicare benefits and much more. If you are eligible or may become eligible for Medicare, call (866) 403-8293, (TTY)/TDD: 711 or visit [helplink.com](https://helplink.com)

There may be documents requirements to return along with your application for renewal. Contact DWSS for Medicaid at (800) 992-0900.

To avoid losing your coverage, please call us today at (833) 685-2116. We're here to help!

Scan the QR code below or visit [MolinaHealthcare.com/keepmyhealthplan/NV](https://MolinaHealthcare.com/keepmyhealthplan/NV) for more information.



Distributed by Molina Healthcare. To get this information in other languages and accessible formats, please call Member Services. This number is on the back of your Member ID card. You can get this information free in other formats, such as large print, braille, or audio. Call (833) 685-2102, TTY/TDD: 711, Monday - Friday, 8 a.m. to 6 p.m., PST. The call is free. Molina Healthcare of Nevada (Molina) complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al (833) 685-2102 (TTY: 711). ATENCIÓN: If you don't speak English, language assistance services, free of charge, are available to you. Call (833) 685-2102 (TTY: 711).

3098FLYMDNVN  
220422



# Thank you!

